



**EAGL**  
EMIRATES AMATEUR  
GOLF LEAGUE

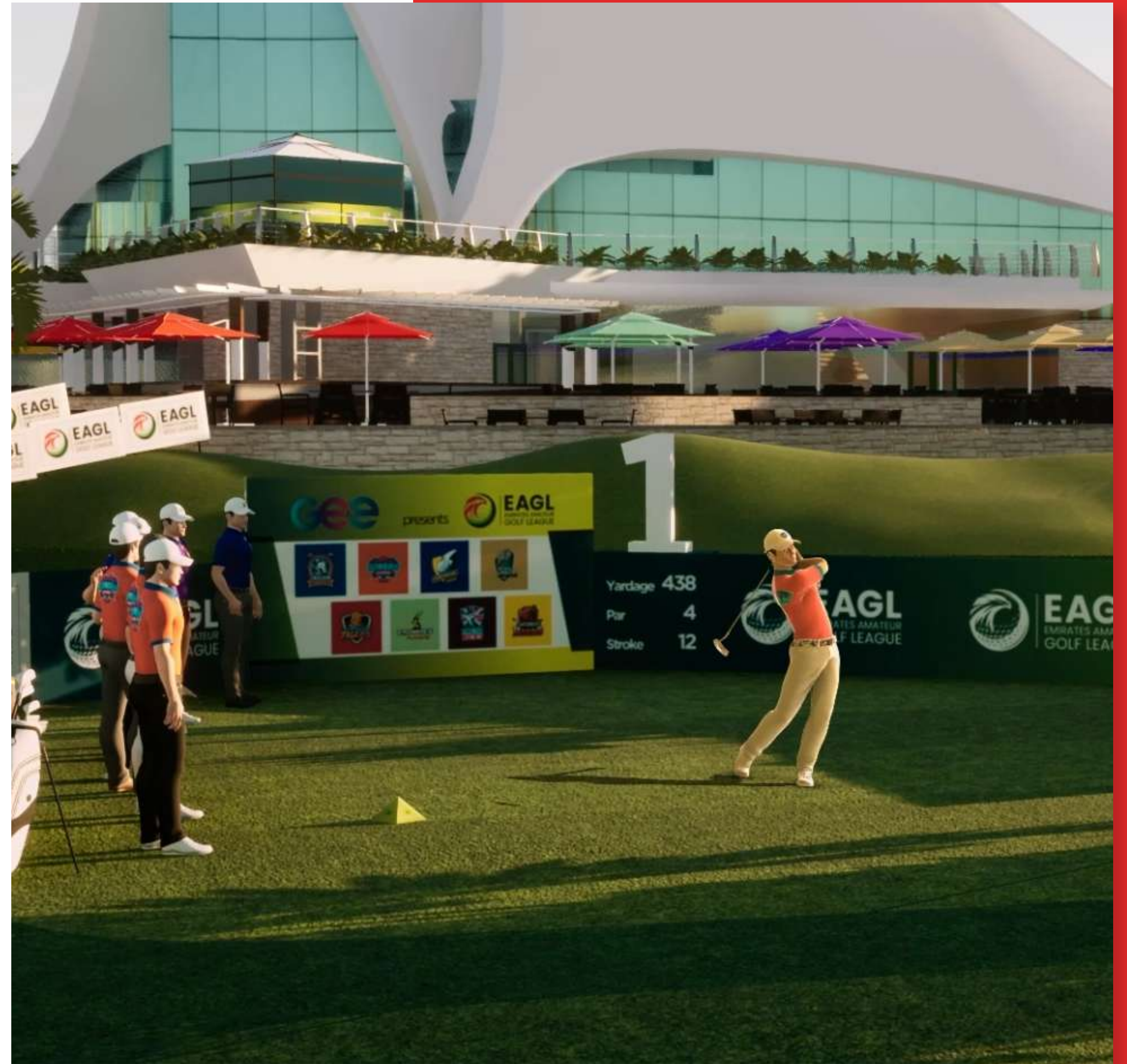
*WORLD'S FIRST*  
Franchise-based Golf league

## Presentation for Team Owners

SANCTIONED BY



STRATEGIC PARTNERS







# **THIS PRESENTATION WILL TAKE YOU THROUGH**



**EAGL**  
Concept



Benefits of  
Owning an  
EAGL Team



**EAGL**  
EMIRATES AMATEUR  
GOLF LEAGUE



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GOLF LEAGUE

## EAGL IS ALL ABOUT





CONCEPT VIDEO



**EAGL**  
EMIRATES AMATEUR  
GOLF LEAGUE





**EAGL**  
EMIRATES AMATEUR  
GOLF LEAGUE

## THE LEAGUE **HIGHLIGHTS**

**8**

**TEAMS**

**24**

**PLAYER  
SQUAD  
PER TEAM**



**OPENING  
CEREMONY**

**9**

**GOLF  
DAYS**



**CLOSING  
CEREMONY**

**4-5**

**ICONIC GOLF  
COURSES**

**40**

**HOURS  
LIVE  
BROADCAST**

**November 2021 - January 2022**

 **[www.eagl.ae](http://www.eagl.ae)**



**EAGL**  
EMIRATES AMATEUR  
GOLF LEAGUE



**SUDESH AGGARWAL**  
CHAIRMAN - EAGL

## PROMOTERS

The EAGL is the brainchild of Sudesh Aggarwal, a passionate and well-known amateur golfer and Chairman of Dubai-based Giant Group of Companies. Mr. Aggarwal has featured in the Arabian Business "50 Richest Indians in the GCC" and "100 most powerful Indians in the Gulf." A SPV, by the name JUST GOLF LLC, has been formed that shall own the IP rights of EAGL.

Aggarwal is supported by an experienced team of professionals. His vision of EAGL is "To create value through amateur golf for all stake holders - Team Owners, Sponsors, Partners, Players and Organizers and contribute to the promotion of golf in the UAE."

## BRAND AMBASSADOR

Shiv Kapur, one of India's leading professional golfers, is a three-time champion on the Asian Tour and was the Rookie of the Year on the Tour in 2005. The Dubai resident also won twice on the European Challenge Tour, including the 2013 Challenge Tour Grand Final.

Shiv Kapur was part of the history-making Indian team at the 2002 Asian Games in Busan, where he won the individual gold medal. Later, in 2013, he was the brain behind the Premier Golf League, which was based on the successful Indian Premier League model and featured major champions Darren Clarke, Angel Cabrera, Michael Campbell and Shaun Micheel.



**SHIV KAPUR**  
PROFESSIONAL GOLFER



# GALA LAUNCH

On January 20, 2021





# EAGL IN MEDIA

**EAGL adds new dimension to amateur golf in the UAE**

Gulf Today



**Martin Dempster** @DempsterMartin · Jan 21  
Emirates Amateur Golf League (EAGL), a first-of-its-kind franchise-owned amateur event in the world, has been launched in the UAE. Over next few months, corporates and individuals will be invited to buy teams, with each one comprising a squad of 24 players and two pros as coaches



**Reality (golf) TV**

**Meet the man behind the ambitious Emirates Amateur Golf League, a world-first concept poised to positively disrupt the golfing landscape**

BY KENT GRAY

"It will be a lot of fun and entertaining... there will be pride at stake."

match - before semifinals and a grand final. Aggarwal's beloved Creek has been teed up to host the first matches. "We will make all efforts to take this league many notches up from the usual corporate golf days, and to the level of professional tour events," Aggarwal said. "There will be extensive opportunities for branding, hospitality, networking, entertaining clients and PR." Ambitious? Yes. But there is something intriguing about the concept that might just see it fly. We sat down with

Inicio > News > EAGL, world's first franchise-based amateur golf league, promises to be a game-changer for players and sponsors in the UAE

**EAGL, world's first franchise-based amateur golf league, promises to be a game-changer for players and sponsors in the UAE**

JANUARY 21, 2021

**Middle East Events**  
**EAGL, World's First Franchise-Based Amateur Golf League, Promises To Be A Game-Changer For Players And Sponsors In The UAE**

**Golf: EAGL promises to be game-changer for players**

Team KT/Dubai  
Filed on January 23, 2021

Khaleej Times



Gulf Today



Golf Digest

Middle East Events

Khaleej Times





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**All About  
Owning a Team**

 **[www.eagl.ae](http://www.eagl.ae)**



## OWN A TEAM FOR







**EAGL**  
EMIRATES AMATEUR  
GOLF LEAGUE

## PROPOSED TEAMS



The above are proposed names only and can be changed.





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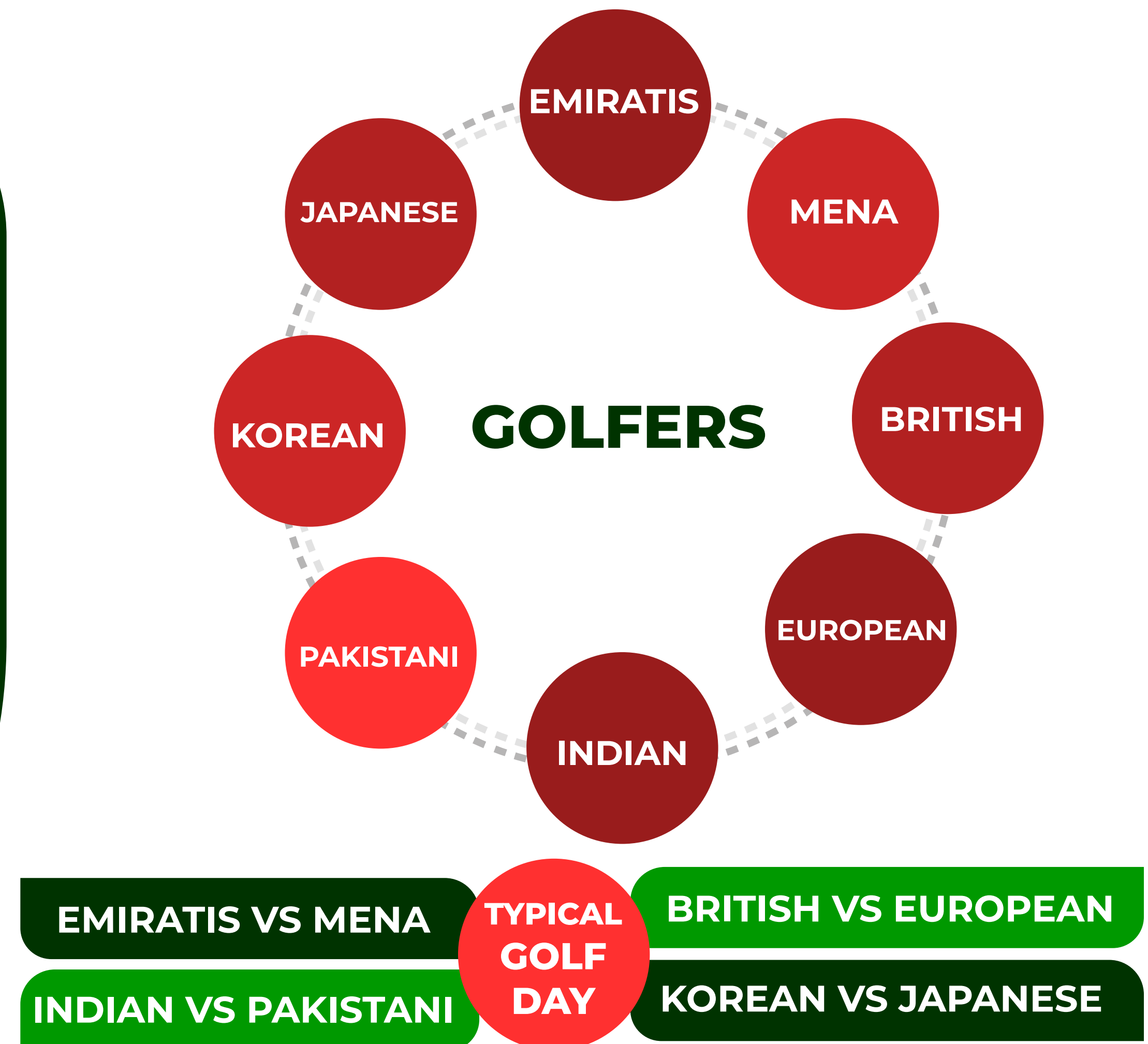
# TOURNAMENT

Emirates Amateur Golf League will be a unique Ryder Cup style league tournament.

Passion, Excitement and intense rivalry is guaranteed to mark each match played by the teams. There will be a lot of pride at stake for the Team Owners and the Golfers.

Each Team will play against the other seven on a round robin basis to get a birth in Semi-Final, followed by the Final, to win the honors, prize money, the stunning, customized EAGL trophy and bragging rights for the whole year.

The UAE being a melting pot of various cultures and nationalities with some of the finest golfing infrastructures in the world, there can be no better place to host the world's first franchise-based amateur golf league.





# REACH AUDIENCE

Estimated

## Primary Audience (UAE)



**Total** - 10 Million  
**Target** - 617 k

## Secondary Audience (Int'l)



**Total** - 60.75 Million Golfers (2015)  
80.00 Million (2020 Estimated)  
**Target** - 1.5 Million



## MEDIA TITLES

(Proposed to Reach Target Audience)



**Golf Digest**

**WorldwideGOLF**

**SPORT 360**

**GULF NEWS** 

**Khaleej Times**

**The National**

**Gulf Today**

**الخليج** 

**البيان** 

**الاتحاد**

**الإمارات اليوم**  
الأقرب إليك

**الرؤية**

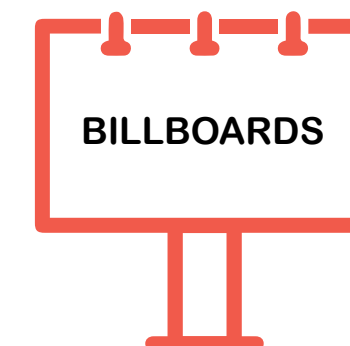
**Gulf Business**

**ArabianBusiness**

**WHAT'S ON**

**dubaieye**  
103.8

**LIVE  
STREAM**





# **TANGIBLE FINANCIAL BENEFITS VALUATION**

Per Team

Estimated US \$

					
<b>F &amp; B</b>	<b>Green Fee</b>	<b>Caddie Fee</b>	<b>Branding</b>	<b>Media</b>	<b>Cash Back</b>
<b>150k</b>	<b>120k</b>	<b>50k</b>	<b>220k</b>	<b>140k</b>	<b>40k</b>

**Total Benefits Valuation US\$ 720k**

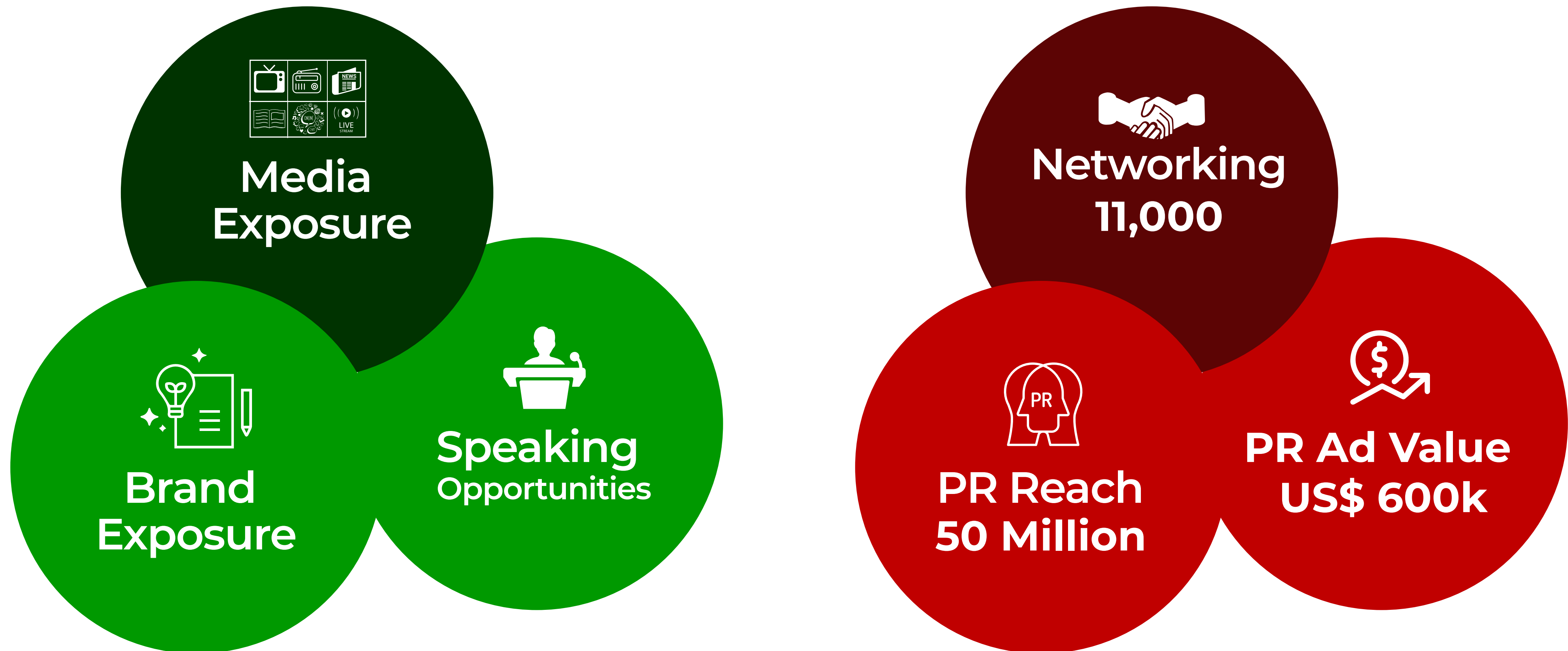




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# INTANGIBLE BENEFITS

Estimated







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# MEDIUM FOR BENEFITS

**EAGL Events**



**Digital Media**



**Live Broadcast**



**Radio**



**Television**



**Newspapers**



**Social Media**



**Magazines**



**Golf Clubs**



**Golf Federations**





## RETURN ON INVESTMENT

Financials will be provided on request



## **DELIVERABLES** 1/2

(by EAGL to Team Owners)



### **MEDIA**

- Press Releases : At least once a month from July 2021
- Press Conference: September 2021
- English & Arabic Newspapers : 16 FP Ads & Editorials
- Golf & Business Magazines : 8 FP Ads & Editorials
- 32 Pages EAGL Supplement (Digital)
- Radio Interviews & Promotions
- Social Media Posts : 3 - 4 per week from July 2021
- EAGL Website : Super Active with latest news & promotions
- EGF Website : Dynamic EAGL Banner
- Email Blasts : Several to reach 500,000



### **LAUNCH PARTY**

- Branding at the Venue
- Branding at the Stage Backdrop (LED 24m x 4m approx.)
- Advertising Spots : 20 Sec x 5 times
- Invitations : 100
- F & B for 100
- Speaking Opportunity
- LIVE Broadcast
- Interviews
- Entertainment



# DELIVERABLES 2/2

(by EAGL to Team Owners)



## ON GOLF DAY

- **Branding** : On Welcome Arches - 2 or 3 nos., Parking Bays, Registration Area, Locker Rooms, Breakfast & Lunch Area Teams & Sponsors Lounge, Players Walkway, 1<sup>st</sup> Tee
- **Banners** : Driveway - 5 Nos, Putting Green - 2 Nos, Practice Area - 2 Nos EAGL Holes - 6 Nos
- **Flags** : 15 - 25 Nos. Size 4m x 1m
- **Bespoke Team Hole** : Banners - 20 Nos
- **Invitations and F & B** : For 100 including Players
- **Green & Caddies Fee**
- **Press & Media Coverage**
- **Production cost of Branding**

**Concept Video** 

### Live Broadcast

Broadcast on Channels of EAGL & Others  
 Youtube / Facebook / Zoom

TV (to be confirmed)

Advertising Spots - 10 Sec x 3 per hour  
 Interviews



## CLOSING PARTY

- Branding at the Venue
- Branding at the Stage Backdrop (LED 24m x 4m approx.)
- Advertising Spots : 20 Sec x 5 times
- Invitations : 100
- F & B for 100
- Speaking Opportunity
- LIVE Broadcast
- Interviews
- Entertainment

### OTHERS

**Apparel Design**  
 of Team

**Billboards**  
 in Abu Dhabi & Dubai - 1 each



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## A MUTUALLY FRUITFUL PARTNERSHIP

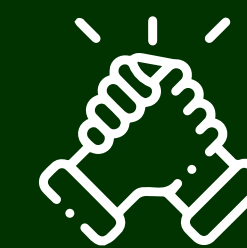


### PHILOSOPHY

A **unique and exclusive** opportunity to be a league partner as teams shall not be available in near future.

The success of EAGL hinges on the partnership between the Franchiser and Team Owners.

As Franchisers, it is our duty to ensure value for investment for the Team Owners, and for you as a team owner your support in the initial stages to the Franchiser is required for the success of the League.



### FRANCHISER SUPPORT

Advisory and support to the Team Owners for maximizing benefits, return on investment and team management for all the 11 events of EAGL.



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## GET IN TOUCH

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**Thank you**